

ABSTRACT

A system for providing a mobile communication device with information, the system including at least one server being communicable with the mobile communication device to communicate service choices and the information to the mobile communication device. Upon selection of at least one of the service choices, the mobile communication device augments the selection with data at least partially indicative of preference data and wherein the at least one server utilizes the augmented selection to identify information corresponding to the augmented selection. The server then communicates the identified information to the mobile communications device.